

Louvre Hotels Group reveals major expansion plan in Indonesia to open up to 30 hotels in three years

Louvre Hotels Group Chief Executive Officer, Pierre-Frederic Roulot, key alliance partner key person of Golden Tulip Hospitality Management visits Jakarta for announcement



Indonesian growth (left to right) : Golden Tulip Southeast Asia Managing Director, Mark Van Ogtrop; Louvre Hotels Group Chief Development Officer, Matthieu Evrard; Louvre Hotels Group CEO, Pierre-Frederic Roulot and Golden Tulip Indonesia Vice President, Erick Herlangga. For high res image please click [here](#).

JAKARTA, INDONESIA: Louvre Hotels Group, the 10th largest hotel group in the world and second largest on Europe, has announced an aggressive expansion plan for Indonesia projecting the opening of up to 30 hotels within the next three years under the Golden Tulip and Première Classe brands. The announcement marks a further commitment to the destination following Golden Tulip's entry into the market in late 2012, since when it has opened the 138-room Golden Tulip Galaxy Banjarmasin, with a further six hotels for an additional 1,286 rooms scheduled to open this year. These include

- three hotels in the booming international tourism destination of Bali : Golden Tulip Devins, Seminyak, Golden Tulip Essential, Denpasar and Golden Tulip Jineng Tamansari, Kuta
- Golden Tulip Essential Pontianak in West Kalimantan
- two properties in Bandung, the Golden Tulip Kalyana, Buah Batu and the luxurious five-star Royal Tulip Bandung, Baros, Cimahi.

The expansion will also include the unveiling of the Première Classe brand for which there are 10 hotels in the pipeline in Indonesia including one of the biggest Première Classe hotels in the world to open in Bandung in 2016.

Louvre Hotels Group Chief Executive Officer, Pierre-Frederic Roulot, said he was excited about the high growth potential of such an exciting destination where a company such as Golden Tulip could offer owners the assurance of international management expertise and distribution and the recognition of a strong brand. *"We are delighted to be revealing our plans today for Golden Tulip and Première Classe brands in Indonesia. The strong economy and solid long-term outlook will fuel greater business opportunities and travel in the country will become greater,"* said Mr

Roulot. *"The increase of access through fast developing airline infrastructure means the movement of people for business and leisure has never been greater and in this we see a great opportunity to establish partnerships to manage high quality hotels throughout the country."*

Golden Tulip Hospitality Management South East Asia Managing Director Mark Van Ogtrop, added: *« I believe Indonesia as the 10th largest economy in the world will become one of the most important and attractive markets for hotel chains and I am confident we will be successful, offering value to owners and employment opportunities to local staff . »*

About Louvre Hotels Group

Following their respective purchase by Starwood Capital in 2005 and 2009, the alliance between Louvre Hotels and Golden Tulip became Louvre Hotels Group in April 2011, making it a leader in the global hospitality market with more than 1,100 hotels in 43 countries ranging from 1 to 5 stars. The Group, established in 1976, now counts 6 brands: Première Classe, Campanile, Kyriad, Tulip Inn, Golden Tulip and Royal Tulip Luxury Hotels.

About Golden Tulip Indonesia

Golden Tulip Indonesia currently has one hotel in operation, Golden Tulip Galaxy Banjarmasin which opened in December 2013 with a total of 138 rooms. The hotel is already the market leader by having the highest average daily rate (ADR) and also having the best reviews on TripAdvisor compares to its competitors.

In 2014 the group will open another six hotels in 2014:

- Golden Tulip Devins, Seminyak, Bali Opening in June 2014 with a total of 108 rooms in Bali's hip lifestyle area in Seminyak.
- Golden Tulip Essential, Denpasar, Bali Opening in August 2014 with a total of 94 rooms in the business district area of Denpasar.
- Golden Tulip Jineng Tamansari, Kuta, Bali Opening in October 2014 with a total of 185 rooms and located on Sunset Road.
- Golden Tulip Essential Pontianak Opening in November 2014 with a total of 186 rooms and located in the business area in Pontianak.
- Golden Tulip Kalyana, Buah Batu, Bandung Opening in December 2014 with total of 302 rooms with easy access to business or industrial areas.
- Royal Tulip Bandung, Baros, Cimahi Opening in December 2014 with total of 411 rooms with easy access from Jakarta as it is located just across from the exit of the toll road. This hotel will be the flagship of the group in Indonesia as it will be the biggest hotel operated by the group and the first hotel in Bandung that has the largest convention centre in town and wedding chapel.

The group has over 20 hotels in the development pipeline all around Indonesia, such as:

Royal Tulip Gunung Geulis, Bogor	Golden Tulip Saranam Resort and Spa, Bedugul, Bali
Golden Tulip River Resort, Ubud, Bali	Golden Tulip Holland Park, Batu, Malang
Golden Tulip Lampung	Golden Tulip Essential Semarang
Golden Tulip Essential Yogyakarta	Golden Tulip Essential Kuta Raya, Bali
Golden Tulip Essential Legian, Bali	Golden Tulip Essential Gateway, Bandung
Golden Tulip Essential Bogor	Golden Tulip Essential Devins, Puncak
Golden Tulip Essential Cikarang	Golden Tulip Essential Betos, Bekasi

Première Classe Bandung (the biggest Premiere Classe hotel in the world)
Première Classe Banjarmasin
Première Classe Balikpapan
Première Classe Jakarta
Première Classe Semarang
Première Classe Surabaya
Première Classe Banjarbaru
Première Classe Palangkaraya
Première Classe Bogor
Première Classe Yogyakarta



Golden Tulip Galaxy Banjarmasin

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